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DEVELOPING FARM HOME RESOURCES

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A radio talk by Mrs. Ola Powell Malcolm, field agent in home demonstration work for the Southern States, U. S. Department of Agriculture, Washington, D. C. delivered from the Washington studios of the National Broadcasting Company and through 36 other stations associated with the National Broadcasting Company, Saturday, November 9, 1929.

Farm women and girls have been keenly interested in developing farm home resources that have assisted them in improving and beautifying their homes. This has been true ever since the beginning of the work in Akin Co., S. C., 1910. In fact, the first organized club was one of 46 girls whose success in gardening and canning led to the employment of the first woman ever engaged by the U. S. Dept. of Agriculture as a field agent. The services of home demonstration agents have become so much in demand that there are now employed 895 women agents who are kept busy with organizing and developing this work in 12 of the Southern States. More than 150,000 girls and 135,000 women working under the guidance of these agents are carrying on activities in every phase of home making. Last year about a million women and girls reported one or more improvements made in their homes or home grounds. These homes testify that Better Homes on Better Farms make life in the country more worthwhile and contribute annually toward improvement of living conditions in the country. Through this work we are raising farm home standards of beauty, comfort, culture and power. Doubtless some of these women and girls are listening in and to them individually I extend greetings and commendation for their earnest efforts.

Increasing the family income holds an important place in home demonstration plans of work. Money-making activities are undertaken not for the dollar's sake but rather for the home's sake. Since it has been estimated that there are in the U. S. about $6\frac{1}{2}$ million farms and that in 1928-29 the average estimated income per farm family was less than \$1000.00, one can readily see that extra funds are needed to install running water systems and other labor-saving equipment. Better quality farm home butter and eggs, increased supplies of improved varieties of fresh fruits and vegetables, high grade canned and preserved foods, cured and smoked meats, baskets made from native material, braided and woven rugs, gloves and leather articles are among the farm home products that have been standardized for home use and for market. Returns from these have in hundreds of cases made possible many improvements and have increased the numbers of livable and lovable homes in the country. Turning the farm home surplus into farm home conveniences is enjoyable and interesting work for thousands of women and young girls. Throughout the country more pride in the home and home surroundings is apparent in counties where home demonstration agents are employed. One of the great thrills is to hear a passing stranger say, "Who lives in that lovely home? It is not so much the house as the beautiful plantings of trees and shrubs about the place."

In literally thousands of homes attractive enterprises have developed and women and girls everywhere are taking greater interest in learning to utilize profitably the resources right at hand. In Clay Co., Ala., \$30,000 worth of pine needle baskets have been made and sold by farm women. In Hamilton Co., Tenn., between \$4,000 and \$6,000 worth of rugs are sold each year. A great many farm women add to the family income from \$1,000 to \$2,000 annually on the sale of home poultry and dairy products. Club girls are adding hundreds of dollars each year to their go-to-college fund, in addition

to their contribution to the home. In many States will be found county-wide groups of women organized on a commodity basis for the purpose of standardizing and marketing high quality home grown and home manufactured goods, thereby securing both the producers' and the manufacturers' profits for the farm home product. In each member's home apparently only a small amount of the work may seem to be done but the output of the entire group equals quite a volume of business that brings considerable profit from their combined efforts. Our women and girls have just cause to be proud of their initiative in developing marketable articles that are individual, unusual, and of high quality. The secret of their success is standardization and craftsmanship, whether their work be with production of improved varieties of fruits and vegetables, purebred poultry, eggs, butter, cheese, baskets, rugs, gloves, tooled leather articles, rush bottom chair seats, feather fans, or other things made of clay or native wood. A small group of women in one Texas county supplies the dining service of three great railroads with Sunshine Marmalade. In another county 61 farm women average between \$60 and \$100 per month from their gardens and canned products. In nearly 50,000 homes last year women and girls used improved methods of marketing the farm home surplus.

Our home demonstration agents are ready to extend their services to farm women and girls in every State, and to those who have not known of home demonstration work up to this time we offer our aid and cooperation.